

Bulletin issued by
The Retail Merchants' Association
of Canada.


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Lodge *Grand* BULLETIN

ISSUED BY

The Retail Merchants' Association of Canada

Incorporated by special act of the Dominion Parliament

DOMINION BOARD

Head Office - OTTAWA, CANADA

OFFICES OF PROVINCIAL BOARDS THROUGHOUT CANADA

No. 1

MARCH

1917

REPRESENTATIVE MEETING OF RETAILERS, WHOLESALERS AND MANUFACTURERS, HELD IN OTTAWA.

**The most important gathering of
commercial men ever held
in Canada.**

For many years the Executive Officers of "The Retail Merchants' Association of Canada" have been advocating the appointment by the Dominion Government at Ottawa of an "Inland Trade Commission," as well as a "Department for Inland Trade," in connection with the "Department of Trade and Commerce."

Recent events, whereby the Government made an Order in Council for the investigation into the "Increased Cost of Living," and placed the same under the direction of the Minister of Labour, fully prove that an investigation into any matter pertaining to Trade and Commerce, should be done by those who are fully qualified to undertake the same. At the present time every Branch of trade is fully satisfied that the present investigation, and the manner in which it is being conducted, will lead nowhere, and only result in unfair persecution.

In the meantime every Commercial interest, particularly those engaged in the Retail Trade, are looked upon by those of the public who are not acquainted with Commercial subjects, as being guilty of extortion. As we have pointed out before, in making the Order in Council, the Government excluded the Farmers, the Gardeners, and the Professional and Labouring classes, making the Order a piece of class Legislation.

DRASTIC AND CUMBERSOME PIECE OF LEGISLATION.

In carrying out the Order, the first step in its application was through Municipal Councils. In a great many cities and towns throughout Canada, this drastic and cumbersome piece of Legislation was seized upon by some aspirants for aldermen or controllers, and they thought that by demanding an investigation into what they termed the operations of the middleman, that they would secure public support. We are pleased to say, however, that in very few cases did their ruse have the desired effect for them, but in a large number of cases it had the opposite effect, and that great silent, but ever active commercial vote became busy, and left many of these loud shouting alarmists at home, where they properly belong.

The actions, and the result of the operations of the Committee appointed by the Government to investigate the subject of the "Increased Cost of Living" emphasize still further the need there is for a change in the methods adopted, and the necessity for an "Inland Trade Commission," as well as a "Branch for Inland Trade" in the "Department of Trade and Commerce."

To add still further to the necessity of having something urgent done, the Minister of Labour, the Hon. Mr. Crothers, who is a Solicitor, announced that it was his intention to prohibit, under the present Order in Council, any Manufacturer from placing his goods on the "Price Maintenance or Resale Contract Plan." Following this announcement a Bill was introduced by Mr. William E. Knowles, M.P., for Moose Jaw, who is also a Solicitor, and consequently neither of them have had any practical experience in Commercial

matters, but the views of the one are entirely opposite to that of the other.

The Minister of Labour, together with his Assistant, Mr. W. F. O'Connor, says that the present Order in Council gives them the right to order the Manufacturer to abolish the plan adopted by him of selling his goods on the Price Maintenance or Resale Contract Plan to the Wholesale and to the Retail trade, and Mr. W. E. Knowles, M.P., says that there is no law or Government order at present which will prevent the Manufacturer from selling his goods on a Resale Contract plan and that in order to prevent the Manufacturer from so doing he has introduced a measure, which is set forth later on, and which is still before the House of Commons, awaiting the continuation of the Session, and notwithstanding these contradictory opinions, Manufacturers have already been notified that they must discontinue selling their goods on the "Price Maintenance or Resale Contract plan." What do you think of this legal muddle?

DEFINITE ACTION TAKEN.

All these circumstances required that some prompt and definite action should be taken, and as the Head Office of the "Dominion Board" of "The Retail Merchants' Association of Canada" is now located at Ottawa, the Executive Officers of our Association decided that the time was opportune to press our requests upon the Government, for a change in their methods. For this purpose an appointment was made with the Right Hon. Sir Robert L. Borden and his ministers, to meet a delegation from our Association on Wednesday morning, February 7th, 1917, at 11 o'clock, in his office.

In order to still further strengthen our position we invited representative Manufacturers and Wholesalers to co-operate with us. Invitations were then sent out to all the organized commercial bodies in Canada, to attend a special meeting to be held in the "Chateau Laurier" on Tuesday afternoon, February the 6th, 1917, at 2.30 o'clock, to discuss and agree and come to some common and definite conclusion, so that our requirements could be presented unanimously.

The meeting was one of the most representative meetings of organised Commercial men ever held in Canada. Promptly at 2.30 o'clock the meeting was called to order, and Mr. Henry Watters,

President of the Ottawa Branch of "The Retail Merchants' Association of Canada" was chosen to act as Chairman, and Mr. E. M. Trowern as Secretary of the meeting. The Chairman delivered an admirable address, setting forth the reason why the meeting was called. Addresses were then delivered by Mr. Hugh Blain, of Eby-Blain & Co., Toronto; Mr. H. C. Beckett, of W. H. Gillard & Co., Hamilton; Mr. F. T. Smye, President of Wagstaffe Co. Ltd., Hamilton; W. E. Danner, of Henry K. Wampole Co., Perth; H. E. Trent; Secretary of the Bread and Cake Manufacturers' Association, Toronto; H. Laporte of Laporte, Martin & Co., Ltd., Montreal; Armand Chapat of L. Chapat Fels & Co., Montreal, John F. Taylor of the E. B. Eddy Co., Hull, P.Q.; J. H. Banfield, 1st Vice President Manitoba Provincial Board R.M.A., Winnipeg; J. Bridge of the Neal Bread Co., London; E. M. Trowern, Ottawa; Senator T. Lynch Staunton, Hamilton; Senator H. W. Richardson, Senator E. D. Smith, Winona, D. Marshall, M.P., and others.

Upon the conclusion of the discussion, the following resolution was carried unanimously:—

COPY OF RESOLUTION.

"That it is the unanimous opinion of this joint meeting, consisting of Manufacturers, Wholesalers and Retailers, here assembled, that the present channels of trade through which manufacturers' products are distributed, namely the wholesale and the retail trade, to the consumer, are the most economic and the safest and they afford the greatest convenience, and are altogether in the best interests of the public.

In order to demonstrate the correctness of this view, we recommend that a "Commission of Inland Trade" with authority to investigate, and wherever necessary regulate the same, be appointed by the Government.

And that three persons who will make quick decisions, which will inspire the confidence of the public be appointed thereon; also that a "Branch of Inland Trade" be established in the "Department of Trade and Commerce."

The following speakers were then chosen to present the resolution to the Premier and his Ministers, on the following day, Wednesday, Feb. 7th, 1917, at 11 a.m.:

Senator T. Lynch Staunton to introduce the delegation, and present their case; Mr. Henry Watters; Mr. Hugh Blain; Mr. H. C. Beckett; Mr. Armand Chapat; Mr. F. T. Smye; and Mr. E. M. Trowern.

The following committee was then appointed to act with the Government, and to prepare the details in connection with the carrying out of the Convention's requirements:

Representing the Wholesale Trade: Messrs. Hugh Blain, Toronto; H. C. Beckett, Hamilton; Armand Chaput, Montreal.

Representing the Manufacturers, until such times as delegates are appointed by their Association: Mr. F. T. Smye, President of Wagstaffe's Limited, Hamilton; and Mr. W. E. Danner of Henry Wampole Co. Perth.

Representing "The Retail Merchants' Association of Canada": Messrs. H. Watters, Ottawa; J. A. Banfield, Winnipeg; E. M. Trowern, Ottawa. Henry Watters, of Ottawa, was appointed Chairman, and E. M. Trowern, of Ottawa, was appointed Secretary of the Joint Committee.

It was announced that if any manufacturer or wholesaler in Canada, had not received a notice to attend the Convention, and who desired to give his support to the movement his name would be gladly received by the Secretary of the Joint Committee at Ottawa.

All present pronounced the meeting as being one of the most important joint meetings of the trade ever held in Canada.

WAITED UPON THE RIGHT HON. SIR ROBERT L. BORDEN AND HIS MINISTERS.

On the following day those who attended the Convention assembled in a body in the Premier's office, and were received by the Right Hon. Sir Robert L. Borden, the Hon. M. Burrell, Minister of Agriculture; Hon. C. J. Doherty, Minister of Justice; Hon. Sir Geo. E. Foster, Minister of Trade and Commerce; Hon. J. D. Reid, Minister of Customs; and the Hon. Sir Thomas White, Minister of Finance.

A very patient hearing was given to the requests of the delegation, and they were asked to formulate, and place in writing the details of their proposals, and the Government would be pleased to go into the matter further with the Joint Committee, who were appointed to continue the work agreed upon by the Convention.

THE FIRST IMPORTANT STEP TAKEN.

The first and most important step has therefore been taken, whereby the Retail, the Wholesale and the Manufacturing Trades of Canada, which represent such enormous wealth, can not only be drawn more closely together, but through the proposed "Inland Trade Commission" and the proposed "Bureau of Inland Trade" in connection with the Department of Trade and Commerce, they will be able to remove, under properly constituted Governmental authority from the minds of those of the public, who are unfamiliar with Commercial subjects, a great many false and unfounded impressions that many now possess, concerning the Retailers, the Wholesalers and the Manufacturers. The proposals should also greatly aid the Government, by placing at their disposal free of cost, all the knowledge, the machinery, and the equipment of the organized commercial bodies, and who represent the Commercial interests of Canada. Any Government to be successful must work in harmony with those interests who are striving in an honourable way to build up the trade of the nation, and who are paying the largest proportion of the expenses of the nation, and not place in their way absurd and unworkable restrictions, or to allow all sorts of unjustifiable commercial evils to exist.

In presenting the case for the Retail Trade before the Prime Minister and the members of the Government, Mr. E. M. Trowern, Secretary of the Dominion Board, strongly supported the appointment of an "Inland Trade Commission," and he stated, among other things, the following reasons why a "Branch of Inland Trade" should be established under the Department of Trade and Commerce.

SOME REASONS WHY A BRANCH OF INLAND TRADE SHOULD BE ESTABLISHED.

1st. To ascertain officially the general conditions of the Retail Trade from time to time throughout Canada.

2nd. To ascertain correctly, through the Government Census, how many Retail stores there are in Canada.

3rd. To ascertain officially how many Retail Merchants there are in Canada.

4th. How many clerks are employed.

5th. Are the Retail Merchants giving the public the service they should receive, and if not, what is the reason?

6th. Is the Retail trade in the Cities and Towns of Canada growing, or is it on the decline, and if so, why?

7th. Are the Retail Merchants buying and selling as many Canadian made goods as they should, and if they are not, give the reasons why.

8th. Is the Government aware that thousands of yards of silk, tape, dress goods, and velvets, &c., pass through the customs with the number of yards printed thereon, and upon which duty is paid, and when they are measured out for sale, the Merchants find that they have been wrongly marked? The Merchants therefore pay more duty than they should, and they pay for goods they do not receive. A Government Officer to whom they could refer their complaint to in an official way would remedy this evil.

9th. Is the Government aware that a varying rate of duty according to the rate of the duty of the goods enclosed, is being paid on packing cases amounting to thousands of dollars a year.

10th. Why so-called Co-operative Trading is a delusion, and why it will injure rather than help the legitimate Trade of Canada.

11th. Why the recent amendments made by the Cabinet to the Criminal Code regarding combines will injure rather than help the trade of Canada.

12th. Why foreign fruits should not be prohibited from coming into Canada during our Fruit Season, as requested by some Fruit Growers' Associations.

13th. Why a better plan for selling butter than that adopted at present should be established.

14th. Whether Canada should follow the plan adopted by Australia in not allowing any woollen goods to enter the country unless they are marked as to their quality, and what effect this would have on the Trade of Canada.

15th. The advisability of having a legal standard for the quality of paint.

16th. Why Retailers, Wholesalers and Manufacturers should co-operate with the Railroads in having goods shipped from one point to the other in Canada during the dull season, rather than during the season of grain transportation.

17th. The reason why the Retail Trade could not extend their businesses to the same advantage as they do now, if the Wholesale trade was abolished as some theorists believe it should be.

18th. The reason why the plan adopted by many Manufacturers to sell their goods on the Price Maintenance Contract plan is an advantage to the public as well as to the Retail and the Wholesale trade.

19th. To submit to the Government authentic facts regarding the increased cost of living, and to keep the Government informed from time to time, by those qualified to know.

20th. The reason why Mail Order Catalogue houses should not have special privileges over those who do business through the mails in the ordinary way.

21st. The reason why the Government should appoint an official to prosecute all those who falsely advertise any article in the same way that is now being done under the Gold and Silver Marking Act.

22nd. The reason why all matters relating to Inland Trade, and which is now being dealt with by the Department of Labour should be

transferred to the Department of Trade and Commerce to be dealt with through the proposed Branch.

TELEGRAMS FROM EVERY PROVINCE.

Official Telegrams, which had been endorsed by the Executive Officers of every Provincial Board of our Association were sent to the Premier from the office of the Secretary of every Province in Canada, asking him to grant the delegation their requests, and which were heartily approved of by them.

NOW IS THE TIME FOR ACTION

The following is a copy of the Bill, which was introduced by Mr. William E. Knowles, M.P., of Moose Jaw, and which it is our intention to strongly oppose, as it would place unfair restrictions on Retailers, Wholesalers and Manufacturers, and it flavours too much of the sort of legislation that the Kaiser has been imposing on Germany, and trying to impose on other nations.

COPY OF AN ABSURD BILL INTRODUCED, THAT MUST BE DEFEATED.

HOUSE OF COMMONS OF CANADA.

BILL 21.

An Act to amend the Criminal Code.

His Majesty, by and with the advice and consent of the Senate and House of Commons of Canada, enacts as follows:

1. THE CRIMINAL CODE, Revised Statutes of Canada, 1906, chapter one hundred and forty-six, is amended by inserting the following section immediately after section four hundred and ninety-eight thereof.

"498. Any Manufacturer, Wholesale Merchant, dealer, agent or commission merchant who either directly or indirectly stipulates, agrees or arranges that any goods, wares or merchandise sold or otherwise disposed of by or to him shall be sold by any purchaser thereof at a price not less than one prescribed by him, or who in any way endeavours to prescribe a price below which a purchaser shall not sell the same, shall be guilty of an offence and shall be liable, upon summary conviction to a fine not exceeding five thousand dollars, or to imprisonment for a term not exceeding three months; or to both fine and imprisonment.

MEETING OF JOINT COMMITTEE.

On Thursday, March 1st, the Joint Committee held another meeting in Ottawa to formulate their views and present the same to the Acting Premier,

the Hon. Sir Geo. E. Foster, on the following day, Friday, March 2nd, at 2.30 p.m.

The following is a brief report of the conclusions that the Committee arrived at, and which were presented to the Acting Prime Minister, the Hon. Sir Geo. E. Foster and the Hon. T. W. Crothers, Minister of Labour. Mr. Henry Watters, Chairman, introduced the members of the Committee and the Secretary read the following recommendations:

1st. That the Government appoint, under the Act respecting Royal Commissions, an "Inland Trade Commission" consisting of three persons, whom the public have confidence in, and whom they know understand commercial subjects, to investigate commercial practices and complaints, and to report their approval or disapproval of the same.

2nd. To amend the act so as to empower the Commission to prohibit practices which it finds to be injurious to trade, or contrary to public interest.

3rd. To empower the Commission if necessary to ascertain the cost of the production and manufacture of any class of goods and, the wholesale and Retail selling price, together with the cost of distribution, and the various systems now in vogue.

4th. The Commission to receive remuneration and to devote their entire time to the work of the Commission.

5th. To amend the Criminal Code so as to prevent criminal prosecutions for trade offences, until an investigation has been made and a report on the facts have been presented by the Commission to His Excellency, the Governor General.

6th. To form a Bureau or Branch of "Inland Trade" in connection with the "Department of Trade and Commerce" for the Retail, Wholesale and Manufacturing Trades.

In brief, the duty of the Inland Trade Commission would be to ascertain whether or not sound, justifiable methods of doing business in Canada are being adopted and to approve of good trade practices, or correct evil practices, and to educate the public to appreciate what are proper practices, and to stamp out what they find to be improper practices in trade.

It would therefore serve two very useful purposes, namely: It would ensure the carrying on of the various activities of commercial life, on correct and honest principles, and it would educate the public to an appreciation of such principles, and remove the prejudices which are so injurious to trade, and disconcerting to those who are not familiar with commercial subjects, as well as form a public court of inquiry.

HON. SIR GEO. E. FOSTER'S REPLY.

The Hon. Sir George E. Foster in reviewing our recommendations stated that he had had in his mind for some years a somewhat similar plan whereby the Inland trade of Canada could be properly taken care of, and that speaking for himself he could see many great advantages in our proposal for the general benefit of Canadian Trade. He stated that he would bring our recommendations before the members of the Cabinet and that he would communicate with us at as early a date as possible. The Committee then wanted to know under what clause in the recent Order in Council was power given to the Minister of Labour or to his Assistant, Mr. W. F. O'Connor to prohibit and prevent manufacturers from selling their goods on the "Price Maintenance or the Resale Contract Plan" to the Wholesale and the Retail trade, as well as to the buying public. In reply Mr. Crothers stated that was the chief purpose of the Order. It was pointed out to him that there was no clause in the order that gave him nor his department that power, and that even if it did the highest Courts in Canada had agreed that any individual manufacturer had the right to sell his goods in any manner which he deemed proper, and that no law could restrain him. They stated further that the great majority of the Retail and the Wholesale trade, as well as many manufacturers were strongly in favour of the price maintenance or the resale contract plan system of selling proprietary or trade marked articles, as it was the only fair plan to the public, as well as to the Retail and the Wholesale trade, as it prevented "Illegitimate Price Cutters" from using staple, well known and well advertised articles, and cutting the price, for the purpose of using them as "Bait" to attract customers to their stores or through Mail Order Catalogues, and taking a chance to sell them other goods upon which they make big profits.

In reply, the Hon. Mr. Crothers said that he had received communications from a few large retailers in Canada, stating that a large number of manufacturers had refused to sell these retailers, unless they signed the Manufacturers' contract, stating that they must sell at the prices mentioned thereon and that they must not cut below these

prices. The committee replied that the manufacturers plan protected the public, and the legitimate retail and wholesale trade, and for that reason we did not want the Government to enact or support any legislation that would prevent manufacturers from selling their goods on the contract selling plan.

When Mr. Crothers was asked if the large retailers he mentioned, were mail order houses of Toronto and Winnipeg, he was silent and made no reply, which in our opinion means that the suspicions regarding the opposition to the "Price Maintenance or Re-sale Contract Plan system" are well founded, and it now remains with every retail merchant to do his part in protecting his own business, and in maintaining the fair trading policy that our Association stands for.

The work of the committee has therefore justified its existence, and what is now required is the loyal and earnest support of every retail merchant in Canada.

YOUR ASSISTANCE IS URGENTLY REQUIRED.

Will you please send to the Secretary of the Provincial Board in your Province at once, the names and addresses of any manufacturing firm who sell their goods on the "Price Maintenance or Resale Contract Selling Plan" whom you know of or whose goods you are handling? By doing so you can help us considerably just now.

ANNUAL CONVENTION NEW BRUNSWICK PROVINCIAL BOARD.

The annual conventions of the various provincial boards of our association are about to commence. The New Brunswick Provincial Board will lead the procession by holding their annual Convention in the Seamen's Mission Hall, St. John, on Thursday and Friday, March 15th and 16th. The officers are very anxious to make this the most interesting and enthusiastic Convention ever held by the retail merchants of the province.

They have secured the attendance of the President of the Dominion Board of our Association, Mr. Horace Chevrier, from Winnipeg, one of the big, brainy retail men of the west, who has given the problems of the retailer close and careful study. His presentation of our

problems will be an inspiration and a delight to all who hear him. He is a busy man with a big business, but he feels that he has a duty to perform apart from his own personal affairs, and that duty is to help to bring together the great retail class to which he belongs, so that they may be able to take their part in a conference, which is rapidly approaching, with the other classes, who are rapidly organizing for the future uplift of our great Dominion. He will travel over four Provinces to deliver his message. We ask the retail merchants of New Brunswick to travel to St. John, in their own province and hear him, and you will never regret it. The day has arrived when our individual effort must be linked up to the collective efforts of our class. We must study the great retail problem in its widest and fullest extent, and we must be able to rise as one man to defend ourselves against any unfair attempts to hamper our liberties or prevent us from exercising our full rights to give our customers the best and most economic service. The problem of the retail merchant must be solved by the retailer. No one can do it but ourselves. To do it we must get together. The convention calls you with a loud strong voice. It wants you, it has a message to deliver to you, which cannot be delivered in any other way. We ask you to let nothing keep you away.

OTTAWA RETAIL GROCERS' BANQUET.

The Ottawa Retail Grocers held their annual banquet on Wednesday, March 1st, in the Masonic Temple. It was one of the largest and most enthusiastic meetings of retail grocers ever held in Ottawa. Sir Wilfrid Laurier was the guest of honour. Mr. Hugh Blain of Toronto, Mr. H. C. Beckett of Hamilton, and Mr. Provost of Ottawa responded to the toast of the wholesale trade; H. Watters, President of the Ottawa Branch and E. M. Trowern, Secretary of the Dominion Board responded to the toast of the retail trade.

THE HANDWRITING ON THE WALL.

About twenty-one years ago, a system commenced to develop in Canada, whereby one or two Retail Merchants recognized that if they could first get possession, or a monopoly of the retail

dry goods business, in a large central city or town, that they could then introduce a number of other lines of trade and by selecting out of these various other lines, the well known and extensively advertised trade marked articles, which were sold at fixed prices everywhere, and that if they reduced the prices on these well known articles, that they could in this way make the public believe that they were selling all of their goods at reduced prices, and that through this cunning system, they could build up a large and profitable system for themselves.

On November 7th, 1896, in the City of Toronto, those retail merchants who could not lend themselves to this illegitimate lottery system of doing business, and who could see that their individual businesses were being sacrificed on the altar, for the purpose of advertising and attracting trade for others to benefit from, by selling other lines of goods, objected to these piratical methods of doing business, and they formed "The Retail Merchants Association of Canada." They commenced to study the great problem of retail distribution, with the object of determining if a "Fair Trading Policy" of buying and selling could be established, whereby those who spent years learning and establishing their businesses, could reap the reward of their industry. Slowly but gradually, the retail merchants in every province throughout Canada, commenced to realize, that the fair trading principles, which were laid down by the association, were the correct ones, and they commenced to rally to the call. In the meantime, our educational work began to attract the attention also of manufacturers of well known proprietary or trade marked articles, who found that the large illegitimate mail order concerns were using their well known and well advertised products as decoys to attract customers so that they could sell them other brands upon which they could more than make up the loss they made, on the well known advertised goods.

MANUFACTURERS COMMENCING TO WAKEN UP.

The manufacturers determined that this unfair system must be stopped and a large number of them adopted the "Price Maintenance or Resale Con-

tract Plan" of selling their goods. This plan, was fully and carefully considered by our Association, and we decided that it contained all the elements of fair and honest trading for every class concerned.

It enabled the manufacturers to pay good wages to their employees, a good price to the farmers and producers, for their raw products, and to insure those who distributed the articles fair remuneration, as well as to give the public good value for their money.

Our association then undertook to advocate the adoption of this fair trading policy by manufacturers for all trade marked and proprietary articles, and as this educational movement began to spread, and the justice of it became more and more recognized, by those who wanted the trade of Canada to grow up healthy and clean, a few large mail order houses began to see the "Handwriting on the Wall." Manufacturers began to insist that if they wanted to handle their goods they must handle them on the resale contract plan. The mail order houses saw, in this plan the death blow to their "decoy" system, and that if it was universally adopted by manufacturers, that it would put an end to the system of using well known and well advertised articles as "bait" to make the public believe that because they cut the price on the well known articles, that they cut the price on all the articles they sold.

When they saw that our educational work was having its effect, and that if it continued, that their unfair schemes would be disrupted, they appealed to the Government at Ottawa, and an Order in Council was passed, under the War Measures Act, to make an attempt to prevent any manufacturer from selling his goods in that manner. Our association pointed out to the Government, after securing the best legal advice in Canada, that the present Order in Council cannot prevent any manufacturer from selling his goods on the "Price Maintenance or Resale Contract Plan" and we have spiked our guns and we are ready for any attack.

DETERMINED TO DEFEND AT ALL COSTS.

While the Government is considering what it should do, a member of the opposition, Mr. W. H. Knowles, M.P.

for Moose Jaw, to make quite sure that our fair trading policy principles must be defeated, has introduced the Bill, as referred to in another article in this issue. Both political sides are therefore endeavouring to thwart our "Fair Trading Policy," which we are determined to defend at all costs, and which is pointing to the "Handwriting on the Wall." Briefly the question is, shall the policy of any Government be determined by the representations and desires of a few mail order houses, or shall the retail merchants of Canada, who are numerically and financially by far the greater, have no voice in what they consider to be fair and just. Our educational work which has been done under considerable tribulation is beginning to be felt. What we require now is more volunteers, more recruits to help us to carry the banner of our "Fair Trading Policy" to victory. Which side are you on? Are you with us or are you against us?

THE WOMEN'S AUXILIARY.

It is proposed that in all the provinces in which women have secured the vote that the wives and daughters of retail merchants form an auxiliary, so that they can help to defend their own and their husbands' bread and butter, which must always be the first consideration.

WE MUST BE UP AND DOING.

In order to protect ourselves as retail merchants, who occupy, and do business on the most highly assessed property in every city, town and village in Canada, and who collectively carry millions upon millions of dollars' worth of merchandise, for the convenience of the public, we require the aid and assistance of every retail merchant, who

has his own and his customers' best interests, as well as the best interests of Canada at heart. If the retail trade of Canada is to be preserved and improved and placed upon a higher and better plane, it can only be improved by an through the united effort of every retail merchant in Canada who desires it, as no other class understands the requirements of the retailer only the retailers themselves, and no other class should be expected to do for us what we should do ourselves.

MUST PLAY THE GAME FAIR AND SQUARE.

We therefore urge upon every retail merchant who has not already united with his fellow retail merchants, to do so now, and become enrolled under the banner of "The Retail Merchants Association of Canada" Incorporated, an association of honest, earnest retail merchants who have banded themselves together to preserve all that is highest and best in the distribution of merchandise at retail, and to give to the public, upon whom they rely for support, the best possible service at the lowest possible cost. If the illegitimate mail order houses, or any other concern in this country, are not doing their business of the square, let us not sit down and fold our hands and wonder what we can do but let us be up and doing, and make them play the game fair and square. If we want the right to prevail in trade we must fight to make it prevail, and by following the old "golden rule" which is the only safe rule for any merchant to follow, the retail merchandising of Canada can be placed upon the highest possible plane, and where we are sure every honest retail merchant desires it to be.

THE RETAIL MERCHANTS ASSOCIATION OF CANADA

INCORPORATED BY SPECIAL ACT OF THE DOMINION PARLIAMENT.

All Retail Merchants united under one Association having Provincial Boards, Branches and Sections in every Province throughout Canada to protect the commercial interests of the Retail trade.

OFFICES OF PROVINCIAL BOARDS

ALBERTA—412 Alberta Loan Building, Calgary.
BRITISH COLUMBIA—424 Pacific Building, Vancouver.
MANITOBA—211 Chambers of Commerce Building, Winnipeg.
NEW BRUNSWICK—124 Prince William Street, St. John.
NOVA SCOTIA—Corner Prince and Hollis Streets, Halifax.
ONTARIO—2 College Street, Toronto.
QUEBEC—80 St. Denis Street, Montreal.
SASKATCHEWAN—17 Central Chambers, Saskatoon.

W. H. ANDREWS, Secretary.
T. J. CORLEY, Secretary.
J. C. CURLE, Secretary.
ROBERT REID, Secretary.
J. CUTHBERTSON DOYLE, Secretary.
W. C. MILLER, Secretary.
J. A. BEAUDRY, Secretary.
F. E. RAYMOND, Secretary.

Address all communications to the Secretary of the Provincial Board of your Province as set forth above.

Head Office of the Dominion Board:—Rooms 49, 49½ La Banque Nationale Building, Ottawa, Canada.
E. M. TROWERN, Secretary.

